

Win Contracts with Anchor Institutions

Join World Business Chicago in Partnership with Next Street to participate in the CASE program: Chicago Anchors for a Strong Economy. This 3-day workshop series will help local business owners who want to grow their businesses and learn 'what it takes' to secure procurement opportunities with large Chicago 'anchor' institutions. Key topics include:



STRATEGIC
PLANNING

PRESENTATION
SKILLS



DOING BUSINESS
WITH ANCHORS



ORGANIZATIONAL
PLANNING



FINANCIAL
MANAGEMENT



MARKETING AND
BUSINESS
DEVELOPMENT



WHAT PAST PARTICIPANTS ARE SAYING

"I truly feel it has given [me] knowledge and an excellent blueprint to take my organization to the next level."

"CASE was a very useful program in introducing our firm to anchors as well as other small businesses that I can do business with. I highly recommend the program as the staff and instructors are dedicated to the success of the program for everyone involved."

KEY BENEFITS OF THE PROGRAM INCLUDE:

- In-depth learning on key topics related to business growth and tools to apply those topics to your business
- Real-time advice from experienced Next Street consultants
- An opportunity to meet and pitch your business to procurement officers from several of Chicago's largest anchor institutions
- An opportunity to network with other local business owners who have had success securing contracts with large Chicago anchor institutions

Please Note: Business participants are not guaranteed a vendor contract through participation in the CASE Capacity Building Program

TO LEARN MORE OR APPLY: Please visit WorldBusinessChicago.com/CASE. Applications to CASE can be submitted directly through the website.

WHO SHOULD ATTEND:

This workshop series will be offered to 5 cohorts of 20 businesses in 2015. To be considered for CASE, applicants must meet the following criteria:

- Headquarters/primary location in Chicago or Cook County
- A product/service within an industry sector identified as priority spend by one of the participating anchors (All businesses with a relevant product/service are encouraged to apply)
- CEO commitment to fully participate in the program

PARTICIPATING ANCHOR INSTITUTIONS:

- Advocate Health Care
- BMO Harris Bank
- City of Chicago
- Commonwealth Edison
- Cook County
- Illinois Institute of Technology
- Northwestern Memorial Hospital
- Rush University Medical Center
- The University of Chicago
- The University of Chicago Medical Center
- University of Illinois at Chicago

2015 COHORT DATES AND FOCUS

Cohort 6: Professional Services	March 26, April 9, and April 23
Cohort 7: All Industries	May 28, June 11, June 25
Cohort 8: Manufacturing	July 16, July 30, August 13
Cohort 9: All Industries	September 3, September 17, October 1
Cohort 10: Food-related	October 8, October 22, November 5



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